

Message Text

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44

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /015 W

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R 110825Z JAN 74

FM AMEMBASSY TOKYO

TO USDOC USTS

INFO SECSTATE WASHDC 9216

UNCLAS TOKYO 0425

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: JAPAN ADVERTISING - FY74

SUMMARY: OUTLINES CURRENT STATUS OF TRAVEL ADVERTISING IN JAPAN

TYOWAS 4-146 RE WASTYO 4-134-ED AND JAN 3 MEMO TO OLLENDORFF FROM RIEGNER. AFTER FAIRLY DETAILED DISCUSSIONS WITH JAL, U S CARRIERS, WHOLESALERS, EMBASSY, Y&R AND OTHERS, WE CONCLUDE THAT GOJ SUGGESTED BOLUNTARY ADVERTISING RESTRAINTS AFFECT JAL AND JAPANESE WHOLESALERS MORE SEVERELY THAN FOREIGN COUNTERPARTS ESPECIALLY FOREIGN GOVERNMENT TOURISM OFFICES. U S CARRIERS CONTINUE TO ADVERTISE WITHOUT SEEMING REPERCUSSION. WHOLESALERS STRONGLY CONSIDERING ADVERTISING APPRACH WITH SLIGHTLY PUBLIC SERVICE TWIST SUCH AS "TRAVEL TO USA IN GROUPS, ITS LESS EXPENSIVE AND SAVES FUEL."

RUMORS IN TRAVEL TRADE CIRCLES HAVE IT THAT MINISTRY OF TRANSPORT REQUEST FOR VOLUNTARY ADVERTISING RESTRAINS WEREN BY SELF-ADMISSION, PREMATURE. TRAVEL TRADE IS DEVELOPING COMSENSUS THAT DESTINATION ADVERTISING DESIGHED TO MAINTAIN CURRENT LEVEL OF OUTBOUND TOURISM WILL BE ALLOWED.

IN LIGHT OF ABOVE AND DUE TO APPROVAL OF USTS SUPPLEMENTAL BUDGET WE REQUEST APPROVAL TO PARTICIPATE IN READERS DIGEST JAPAN CAMPAIGN.

WE AND EMBASSY CONCLUDE THAT IT WOULD PRESENTLY BE COUNTER EFFECTIVE TO PURSUE THE PRINCIPLE OF RECIPROCITY ON THE MATTER OF ADVERTISING SINCE THE ISSUE AT LEAST MOMENTARILY SEEMS TO BE FADING.

SHOESMITH

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: ADVERTISING, TOURISM, AIRLINES
Control Number: n/a
Copy: SINGLE
Draft Date: 11 JAN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
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Handling Restrictions: n/a
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ISecure: 1
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Office: ACTION EA
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Original Previous Classification: n/a
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TAGS: ETRD, JA
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